

## Impaired Driving

### Overview

Despite the tireless efforts of thousands of safety advocates and law enforcement officials, more than 16,500 citizens lost their lives in alcohol-related traffic crashes during 2004 – representing nearly 40 percent of all traffic fatalities in the U.S last year.

Nearly 13,000 fatalities in 2004 involved a driver or a motorcycle operator with an illegal blood alcohol concentration (BAC) level of .08 or higher.

In addition, an estimated 248,000 persons were injured in crashes during 2004 where police reports indicate alcohol was present. That means one American is injured approximately every two minutes in an alcohol-related crash somewhere in the nation.

After declining in the 1980s and early 1990s, the number of alcohol-related fatalities on the nation's highways each year remained essentially the same for a decade, but fortunately, alcohol-related fatalities have dropped the last two years. In fact, 32 states plus the District of Columbia showed a drop in alcohol-related fatalities in 2004 from 2003.

Even so, clearly much more work must be done:

- Impaired driving is still one of America's most often-committed and deadliest crimes. According to the FBI's Uniform Crime Report, more than 1.4 million people nationwide were arrested in 2003 for driving under the influence;
- The highest percentage of drivers in fatal crashes with BAC levels .08 or higher was among drivers 21 to 24 years old;
- NHTSA's data also show that motorcycle operators have the highest incidence of drunk-driving related fatal crashes. In 2004, motorcycle operators accounted

## Impaired Driving Facts

- More than **1.4 million people** were arrested nationwide in 2003.
- **21 to 24 year olds** were the highest percentage group involved in fatal crashes with **BAC levels of .08 or higher.**
- The rate of alcohol involvement in fatal crashes is **3 times** higher at night.

for 27 percent of all fatal crashes involving BAC levels of .08 percent and higher. (Impaired drivers of passenger cars and light trucks accounted for 22 percent and 21 percent, respectively, in comparison.)

- The rate of alcohol involvement in fatal crashes is more than three times higher at night than during the day (60 percent vs. 18 percent). For all crashes, fatal and nonfatal, the alcohol involvement rate is five times higher at night;
- Weekends are particularly dangerous. In 2004, 30 percent of all fatal crashes during the week were alcohol-related, compared to 51 percent on the weekend.

Alcohol-related fatalities as a percentage of all traffic fatalities jump dramatically during national holidays and celebrations. New Year's Eve, Memorial Day, Labor Day, Christmas, St. Patrick's Day, Super Bowl Sunday, Halloween and Thanksgiving weekend are all very deadly times of the year due to impaired drivers.

That is why this plan, in addition to developing and unveiling a new high visibility enforcement campaign for 2006, features several other special enforcement and social norming messages around strategically important dates on the calendar.

## Introduction and Overview

This plan is intended to provide strong strategic communications support for a multi-pronged strategic approach being deployed to combat impaired driving. An aggressive communications program is but one leg of a four-legged stool that also includes highly visible enforcement, screening, intervention and treatment, and prosecution and adjudication.

### Strategic Summary

The National Highway Traffic Safety Administration (NHTSA) intends during the first half of 2006 to develop, test and deploy a new enforcement campaign theme line in support of national high visibility enforcement activities designed to combat impaired driving.

The new theme line is being developed to take full advantage of a projected \$18 million in paid national advertising available during 2006 in support of state and local drunk driving enforcement and prevention activities.

The new campaign theme will replace *You Drink & Drive. You Lose.* which NHTSA and state and local partners across the nation have been using in support of enforcement activities since 1999.

NHTSA had intended to replace *You Drink & Drive. You Lose.* at the end of 2006, but has accelerated the development, testing and deployment of a new theme line for two reasons:

1. Congress has authorized an additional \$8 million of paid national advertising during 2006 in support of state and local law enforcement activities. This is in addition to the \$10 million NHTSA spent last year and intended to spend this year for paid national advertising during the annual Labor Day national enforcement crackdown. The additional funding will permit NHTSA, for the first time, to also buy heavy national

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**Aggressive communications** is only one part of a successful program – it must also include highly **visible enforcement, screening, intervention and treatment, and prosecution and adjudication.**

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paid advertising in support of drunk driving enforcement activities during the dangerous holiday season (December 2006). Accelerating the development and deployment of the new theme line helps NHTSA take full advantage of these new resources and jump-starts the process of building a strong new national enforcement brand to help stop impaired driving;

2. NHTSA is also accelerating the roll-out of the new theme line in response to recent concerns raised by the Automobile Club of Southern California over the continued use of *"You Drink & Drive. You Lose."* Although NHTSA has utilized *You Drink & Drive. You Lose.* since 1999, the Automobile Club of Southern California first trademarked the phrase in 1997 and has recently notified NHTSA of the trademark.

The new enforcement campaign theme line will be unveiled in early May 2006. Creative executions will be available the following month. NHTSA will continue to provide state technical assistance and will retag the national television campaign for states upon request.

NHTSA will have a licensing agreement with the Auto Club of Southern California that will allow states to continue to use their existing stock of *You Drink & Drive. You Lose* materials. If states produce new materials, attribution must be given to the Automobile Club of southern California. A copy of the draft licensing agreement is attached.

This roll-out plan will put the new impaired driving prevention theme line fully in place before the planned

## Introduction and Overview

2006 national impaired driving enforcement crackdowns during the August/Labor Day period – and December/Holiday season.

Throughout 2006, we will also implement an impaired driving marketing program with a series of year-round messages.

The cornerstone of the program, as noted above, is the development of a new high visibility enforcement campaign for the Labor Day period, with new support for the year-end holiday season that includes paid national media advertising and national earned media activities to support the events. Interspersed around these paid media periods will be a series of calendar-driven marketing events that will promote our messages year-round.

### Understanding the Target Audiences

#### ***Primary Audience During the Enforcement Crackdown***

During the new high visibility national enforcement

crackdown, the primary target audience will continue to be men ages 21 to 34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys during enforcement campaigns resulted in favorable outcomes.

#### ***Target Audiences During Non-Crackdown Periods***

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other sub-segment targets. These segments are based on extensive research by Porter Novelli. Four segments will be primary, two will be secondary, and one tertiary.

A brief description or profile of each of these target groups is outlined below to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

# Impaired Driving

PRIMARY SEGMENT #1 – “RISK TAKERS”	PRIMARY SEGMENT #2 – “BLUE COLLARS”	PRIMARY SEGMENT #3 – “COLLEGE STUDENTS”	PRIMARY SEGMENT #4 – “HIGH SCHOOL STUDENTS”
<b>Demographics</b> <ul style="list-style-type: none"> <li>Men, ages 18-29, single, without children</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Men, ages 25-35, low disposable income, low level of education, blue-collar occupations</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Men and women (male skew), ages 18-22, living in apartments or other rental housing (typically sharing living arrangements with other students)</li> </ul> <b>Special considerations for Hispanic sub-segment:</b> <ul style="list-style-type: none"> <li>Men, ages 18-34, living in rooms or apartments, often with extended family members or friends</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Adolescents (male skew), ages 16-18, still living with parents, wide range of household income levels</li> </ul>
<b>Lifestyle and social characteristics that lead to problem behavior</b> <ul style="list-style-type: none"> <li>Drink to unwind and/or relax</li> <li>Drinking is perceived as a rite of passage</li> <li>Feel invincible</li> <li>Career-driven/success-driven workaholics</li> <li>Highly competitive</li> <li>Won't acknowledge limitations</li> <li>Considerable job-related travel</li> </ul> <b>Additional considerations for Hispanic sub-segment:</b> <ul style="list-style-type: none"> <li>Cavalier attitudes about drinking/driving risks</li> <li>High levels of socialization with whom they live and work; (many are in the U.S. without families)</li> </ul>	<b>Lifestyle and social characteristics that lead to problem behavior</b> <ul style="list-style-type: none"> <li>Feel “stuck” in life due to limited financial resources or opportunities to improve their jobs, lifestyles or financial status</li> <li>Lives marked by “routines” which, during leisure periods, include frequenting the same places and regularly being with the same group of people</li> <li>Drinking is part of routines that offer “escape”</li> </ul>	<b>Lifestyle and social characteristics that lead to problem behavior</b> <ul style="list-style-type: none"> <li>Drink to socially conform with peers</li> <li>Drinking perceived as a rite of passage</li> <li>“Experimenting” - trying new things</li> <li>Feel invincible</li> <li>Competitive and success-oriented</li> <li>Won't acknowledge their limitations</li> <li>Don't think of long-term consequences of actions</li> </ul>	<b>Lifestyle and social characteristics that lead to problem behavior</b> <ul style="list-style-type: none"> <li>Drink to socially conform with peers and/or to get attention</li> <li>Drinking perceived as a rite of passage</li> <li>“Experimenting” and interested in finding out what extreme behaviors they can get away with</li> <li>Feel invincible</li> <li>Won't acknowledge their limitations (possibly not even aware of their limitations)</li> <li>Don't think of long-term consequences of actions</li> </ul>
<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Sports, music and pop culture dominate their interests</li> <li>Internet-savvy</li> <li>Read magazines like <i>Sports Illustrated</i>, <i>Maxim</i>, <i>Rolling Stone</i>, <i>Car &amp; Driver</i> and <i>Hot Rod</i></li> <li>Watch TV programs on cable networks like HBO, ESPN, MTV and Comedy Central</li> </ul>	<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Negligible use of Internet</li> <li>Read magazines like <i>Sports Illustrated</i>, <i>Hot Rod</i>, <i>Field &amp; Stream</i>, <i>North American Hunter</i> and <i>Guns 'n' Ammo</i></li> <li>Watch TV programs on cable networks like ESPN, TNN, ESPN2, Country Music Television and Speedvision</li> </ul>	<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Music and pop culture dominate interests</li> <li>Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment</li> <li>Don't watch a lot of TV (especially men)</li> <li>“Elusiveness” and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers).</li> </ul>	<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Music and pop culture dominate interests</li> <li>Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment</li> <li>Don't watch a lot of TV</li> <li>“Elusiveness” and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers).</li> </ul>
<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>It's cowardly, irresponsible and/or immature</li> <li>It's a threat to your career and financial success/future</li> <li>Risk through impaired driving is a negative (not a positive)</li> </ul> <b>Additional considerations for Hispanic sub-segment:</b> <ul style="list-style-type: none"> <li>Threat of being stopped by police and getting a ticket, losing his license, going to jail, or being deported</li> <li>Threat of life-altering and/or job-ending injuries if in a crash</li> <li>Threat of financial, mental and physical burdens on family</li> </ul>	<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>It's a threat to your family and/or way of life</li> <li>It's a threat to your employment</li> <li>It's a threat to your vehicle – costly repairs, increased insurance rates</li> <li>You'll be identified socially in undesirable ways</li> </ul> <b>Additional considerations for Hispanic sub-segment:</b> <ul style="list-style-type: none"> <li>Threat of being stopped by police and getting a ticket, losing his license, going to jail, or being deported</li> <li>Threat of life-altering and/or job-ending injuries if in a crash</li> <li>Threat of financial, mental and physical burdens on family due to injury, jail time and/or job-loss</li> </ul>	<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>Facts</li> <li>It's cowardly, irresponsible and/or immature</li> <li>It's a threat to your career and financial success and future</li> <li>It results in legal hassles, even jail time</li> <li>It can be costly – car repairs, increased insurance rates</li> <li>It creates an “uncool” social stigma</li> </ul>	<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>Facts</li> <li>It's cowardly, irresponsible and/or immature</li> <li>It's a threat to your acceptance to college and/or future success</li> <li>It results in legal hassles, even jail time</li> <li>It creates an “uncool” social stigma</li> </ul>

## Impaired Driving

SECONDARY SEGMENT #1 – “SOCIAL CONFORMISTS”	SECONDARY SEGMENT #2 – “TYPE A’s”	TERTIARY SEGMENT – “NEWLY ARRIVED LATINO IMMIGRANTS”
<b>Demographics</b> <ul style="list-style-type: none"> <li>Women, ages 21-25, in college or starting in their first professional positions</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Men, ages 35-59, high income, established in professional/managerial/high-level white collar jobs</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Men, ages 18-34, speak Spanish primarily, unaware of impaired driving laws and BAC levels</li> </ul>
<b>Lifestyle and social characteristics that lead to problem behavior</b> <ul style="list-style-type: none"> <li>Having fun and trying new things</li> <li>Have active social lives, which include frequent drinking</li> <li>Insecure among peer groups</li> <li>Appearance-conscious</li> <li>Easily swayed by others, especially people perceived as successful</li> </ul>	<b>Lifestyle and social characteristics that lead to problem behavior</b> <ul style="list-style-type: none"> <li>Career-driven workaholics</li> <li>Highly competitive</li> <li>Won't acknowledge limitations</li> <li>Feel infallible</li> <li>Driving is part of their work routines. In addition to daily commuting, they do a lot of job-related travel</li> <li>Grew up prior to major advocacy and education efforts by MADD and SADD</li> </ul>	
<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Music and pop culture dominate their interests</li> <li>Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment</li> <li>Don't watch a lot of TV. When they do, it's usually entertainment and music-oriented programming</li> <li>Read magazines such as <i>Glamour</i>, <i>Mademoiselle</i>, <i>Cosmopolitan</i> and <i>Vogue</i></li> </ul>	<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Internet-savvy</li> <li>Read magazines like <i>Sports Illustrated</i>, <i>Time</i>, <i>Newsweek</i>, and <i>Consumer Reports</i></li> <li>Watch TV programs on cable networks like ESPN, CNN, MSNBC and The Discovery Channel</li> <li>Frequent newspaper readers, especially for news, sports and financial information</li> </ul>	<b>Selected media and lifestyle preferences</b> <ul style="list-style-type: none"> <li>Use mostly Spanish-language media (including TV and radio)</li> <li>Latin music aficionados; enjoy listening to live music and dancing at clubs and bars</li> <li>Negligible Internet use</li> </ul>
<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>Facts</li> <li>Empowerment; “make your own choices”</li> <li>Legal and moral accountability</li> <li>It's a threat to your career and financial success/future</li> </ul>	<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>It's a threat to your family life and overall lifestyle</li> <li>It's a threat to your career and financial success</li> <li>It's a threat to your reputation – the person you've worked hard to become</li> </ul>	<b>What we should say or show about impaired driving that would change behavior</b> <ul style="list-style-type: none"> <li>Facts</li> <li>Impact of injury and/or arrest on your family</li> <li>Legal accountability (including threat of jail time)</li> <li>Authority of government/police</li> </ul>

## Impaired Driving

### The National Enforcement Crackdown

The cornerstone of our national communications program is a new high visibility enforcement crackdown for the Labor Day period with new support for the year-end holiday season that includes paid national media advertising and national earned media activities to support the events.

#### 2006 New High Visibility Enforcement Crackdown

##### “LABOR DAY”

- Advertising Paid Media: 8/16 – 20, 8/23 – 8/27 and 8/30 – 9/4
- Earned Media Period: 8/9 – 9/4
- Enforcement Period: 8/18 – 9/4

##### “HOLIDAY SEASON”

- Advertising Paid Media: 12/20 – 24; 12/27 – 31
- Earned Media Period: 12/15 – 12/31

While other specific details for the 2006 crackdown have not been determined, it will closely follow the model established by the 2005 crackdown when the effort mobilized a record number 11,500 state and local law enforcement agencies across the country for a two-and-a-half-week (18 day) enforcement crackdown on individuals who were driving impaired. This crackdown was supported by a 15-day paid media advertising campaign to help create widespread awareness of the enforcement period.

A summary of the 2005 Impaired Driving National Paid Media Plan used to support the crackdown is included in the Appendix of this plan under Exhibit 1, page A-1. The primary target audience for the 2005 campaign was men ages 21 to 34. Assessments of past crackdowns have shown that targeting this high-risk demographic group with paid media buys for enforcement campaigns has resulted in favorable outcomes.

Although a subsegment of this group, Hispanic men, has been identified as a tertiary group for noncrackdown periods, during the high visibility enforcement crackdowns, Hispanic men (also in the 21-34 age groups) rise to an important secondary target audience in the national media buy.

Should for any reason federal funding not become available to pay for the paid advertising portion of these national enforcement efforts, then the earned media components described in this plan will become even more important. Highly visible kickoff events to showcase law enforcement's commitment and leadership will be critical in carrying the crackdown message to the target audience. An aggressive program of other national earned media activities, such as development and distribution of national video soundbites and B-Roll release, and an aggressive program of strategic broadcast appearances, interviews and satellite media tours with national television and radio will also be implemented.

## Impaired Driving

### Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 14, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

### Core Campaign Messages

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
<b>Enforcement/Criminal Justice</b>	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate "the real costs" of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 21-34	New High Visibility Enforcement Campaign
<b>Youth</b>	Used to communicate anti-DUI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DUI is something that affects the rest of your life.	High school and college students, ages 16-20	To be determined
<b>Social Norming</b>	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. Supported by a variety of partners that don't support enforcement messaging.	Males, ages 21-34 and high school and college students, ages 16-22	<i>Friends Don't Let Friends Drive Drunk. Designate a Sober Driver.</i>  <i>Buzzed Driving is Drunk Driving. Designate a Sober Driver.</i>

Detailed event planners or toolkits will be made available to our many partners in both English and Spanish on [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org) and the new national NHTSA communications web site at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov). Creative for advertising collateral materials will be posted approximately three months before each event and earned media materials posted approximately two months prior to each event in order to give partners time to initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement versions to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement in their communities.



## Impaired Driving

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events will also be considered. These promotional partnerships will be announced in the planners as appropriate.

### **Buzzed Driving is Drunk Driving.**

NHTSA has also teamed with The Advertising Council to launch a new national PSA series called “Buzzed Driving is Drunk Driving.”

This new campaign primarily targets men, ages 21-34, who drink and drive yet do not think of themselves as “drunk drivers” or consider themselves to be true hazards on the roadways.

Recognizing that “buzzed” is the drinking-level descriptor of choice among this target, rather than “drunk,” which is often viewed as being clearly “out of control” or “obviously impaired,” NHTSA and the Ad Council hope to get more young men and others talking about and recognizing the real dangers of “buzzed” driving – with the ultimate goal of getting more people to stop driving while “buzzed.”

### **A Schedule of Year-Round Marketing Activities To Counter Impaired Driving**

To reach out to and remain in regular, recurring contact with targeted high-risk populations for impaired driving, a variety of specific, year-round event initiatives with potential activities, alliances and planner materials is outlined on the following pages.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities. It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org) and on the new NHTSA national communications web page at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov), and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “non-enforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community plans to conduct a high visibility law enforcement blitz as part of the event effort, then clearly the new high visibility enforcement-driven theme line, should be incorporated instead.



## Impaired Driving

January 2006

### Calendar Event

Super Bowl Sunday

### Primary Purpose

To remind all Super Bowl partygoers and football fans during the season of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

### Window of Opportunity

January 29 - February 5, 2006

### Message of Emphasis

Fans Don't Let Fans Drive Drunk  
Designate a Sober Driver.

### Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18 to 22)

### Secondary Audiences

Men, ages 35 to 59, higher income, professional/managerial

Young Women, ages 21 to 25, just finishing college or starting first jobs

### Potential Theme

*"Fans Don't Let Fans Drive Drunk."*

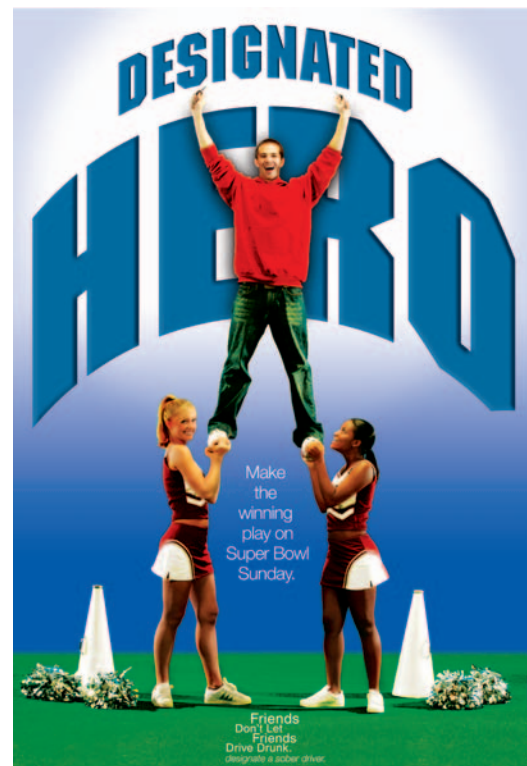
### Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA



# Impaired Driving

March 2006

## Calendar Event

St. Patrick's Day

## Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

## Window of Opportunity

March 12-17, 2006

## Messages of Emphasis

Friends Don't Let Friends Drive Drunk  
Designate a Sober Driver

## Primary Audience

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

## Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

## Potential Theme

*"Friends Don't Let Friends Drive Drunk This St. Patrick's Day. Designate Your Sober Driver Before the Parties Begin."*

## Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



## Impaired Driving

April 2006

### Calendar Event

Alcohol Screening and Brief Intervention

### Primary Purpose

To educate the public about the differences between low and high-risk drinking patterns and how to assess if their drinking is potentially risky. If it is risky, brief intervention is an effective method to change drinking and driving behaviors among problem drinkers.

### Window of Opportunity

April 1-8, 2006

### Message of Emphasis

Alcohol Screening and Brief Intervention

### Primary Audience

General public

### Potential Theme

*"Friends Don't Let Friends Drive Drunk. Help Those Who Need it Find the Help They Need."*

### Potential Planner Components

Customizable press materials to direct public to web-based risk assessment tool:

- Basic news release template
- Op-ed template
- Drop-in article template

## Impaired Driving

June/July 2006

### Calendar Event

Fourth of July/Independence Day

### Primary Purpose

To support enforcement activities around July 4th and to promote the use of designated drivers

### Window of Opportunity

June 25-July 8, 2006

### Messages of Emphasis

Buzzed Driving is Drunk Driving.  
New High Visibility Enforcement theme

### Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Motorcycle Operators

### Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

### Potential Theme

*"Buzzed Driving is Drunk Driving – Designate a Sober Driver."*

### Potential Planner Components

Unique collateral templates for:

- Art for guerrilla marketing, e.g., indoor restroom boards
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Movie screen art

Customizable press materials for:

- Suggested talking points and basic fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



## Impaired Driving

August/September 2006

### Calendar Event

Impaired Driving National Enforcement Crackdown

### Primary Purpose

To deter impaired driving by generating maximum exposure for national enforcement crackdown.

### Window of Opportunity

August 9-September 4, 2006

### Message of Emphasis

New High Visibility Enforcement Themeline

### Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Motorcycle Operators

### Secondary Audiences

Men, ages 35 to 59, higher income, professional/managerial

Young Women, ages 21 to 25, just finishing college or starting first jobs

### Event Theme

New High Visibility Enforcement Themeline

### Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template endorsing crackdown
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA





# Impaired Driving

October 2006

## Calendar Event

Halloween

## Primary Purpose

To leverage the burst of holiday hype surrounding Halloween to offer a real reminder of the risk of death, disfigurement or disability that can come from impaired driving.

## Window of Opportunity

October 27-31, 2006

## Message of Emphasis

Buzzed Driving is Drunk Driving.

## Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18 to 22)

## Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

## Potential Theme

*"Don't Let Halloween Turn Into a Nightmare. Buzzed Driving is Drunk Driving."*

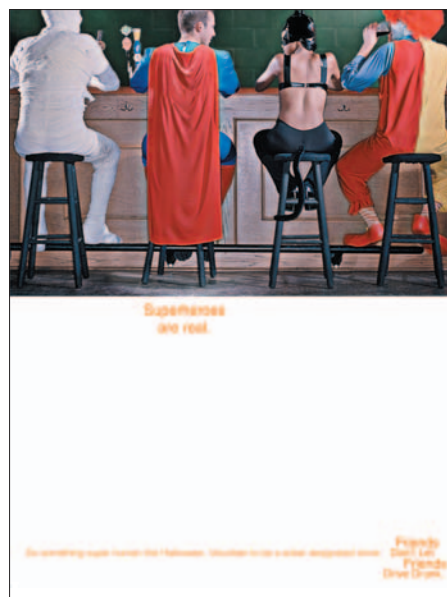
## Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA



## Impaired Driving

December 2006

### Calendar Event

Holiday Season/New Year's Eve

### Primary Purpose

To support enforcement activities and to remind all holiday partygoers of the dangers of driving impaired

### Window of Opportunity

December 1, 2006 – January 1, 2007

### Message of Emphasis

New High Visibility Enforcement Themeline  
Buzzed Driving is Drunk Driving.

### Primary Audiences

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

College Students (male and female with male skew, ages 18 to 22)

### Secondary Audiences

Men, ages 35 to 59, higher income, professional/managerial

Young Women, ages 21 to 25, just finishing college or starting first jobs

### Potential Theme

New High Visibility Enforcement Themeline

*"Buzzed Driving is Drunk Driving – Designate a Sober Driver."*

### Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Art for movie preview screens

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template

